Why Women Sport Coaches Matter: The Evidence

✔ Same-sex and same-identity role models matter
✔ Successful women help counter negative effects of stereotype threat
✔ Challenges gender stereotypes about leadership, for both males and females
✔ Empowers girls & women on their path to leadership: shows them how to speak, act & move
✔ Inspires and helps emulate achievements of other women
✔ Effects self-esteem, self-efficacy, self-perceptions positively
✔ Provides insight & advice from perspective of women
✔ Includes diverse perspectives in workplace
✔ Creates sense of belonging
✔ Improves organizational health
✔ Attracts & retains diverse talent: Diversity begets diversity
✔ Provides visibility—“she can’t be what she can’t see”
✔ Provides proof that coaching is a viable career pathway
✔ Reduces likelihood athletes will be sexually abused
✔ Reflects reality: Female athletes should proportionately see people like them
✔ Reduces negative psychosocial & occupational outcomes for women (the ↑ % of women = ↓ negative outcomes)
✔ Influences choice for women to go into, STAY and persist in coaching
✔ Affords sustained interaction: Coach-athlete relationships develop over time, which ↑ positive outcomes
✔ What is good for women is good for everyone!™